

### **REMARKS**

Claims 1-2, 6-7, 10-12, and 17-19, as amended, are pending in this application. In this response, Applicants have amended certain claims. In particular, claims 1, 6, 10, and 17 have been amended to clarify that one embodiment of the present invention includes a transmission unit that is operable to, in response to a designation of a shipping company, send an instruction to the client terminal to open a window indicating the selected product and the purchase identifier corresponding to the designation shipping company to establish encrypted communication for an addressee name and address of the selected product.

In light of the Office Action, Applicants believe these amendments serve a useful clarification purpose, independent of patentability. Accordingly, Applicants respectfully submit that the claim amendments do not limit the range of any permissible equivalents. As no new matter has been added, Applicants respectfully request entry of the amendments at this time.

### **THE REJECTIONS UNDER 35 U.S.C. § 103**

At pages 2-6 of the Office Action, the Examiner rejected claims 1-2 and 6-7 under 35 U.S.C. § 103(a) as being obvious over U.S. Patent Publication No. 20020007323 to Tamatsu ("Tamatsu") in view of U.S. Patent Publication No. 2002/0116640 to Chu ("Chu"). The Examiner also rejected claims 10-12 under 35 U.S.C. § 103(a) as being obvious over Tamatsu in view of Chu, and further in view of U.S. Patent Publication No. 2002/0126780 to Oshima ("Oshima"). Finally, the Examiner rejected claims 17-19 under 35 U.S.C. § 103(a) as being obvious over Tamatsu in view of Chu, and further in view of Oshima and U.S. Patent Publication No. 2001/0041988 to Lin ("Lin"). Applicants submit that the Examiner's rejections have been traversed for at least the reasons that follow.

Tamatsu discloses an order placement and settlement system. The system provides secure transactions in online shopping by using the intermediation of settlement bodies that authenticate buyers and sellers. *See* Abstract. A buyer's computer accesses the seller's server to obtain purchase order information and transmits the information to the settlement body. *Id.* On the basis of that information, the settlement body references buyer credit databases provided to it and then transmits the purchase order to the seller's server only when the buyer is capable of making payment. *Id.*

Chu discloses a method, apparatus, and computer implemented instructions in a data processing system for shipping an item. The system includes receiving an encrypted address identifying a destination for the item, associating the encrypted address with the item, and using a carrier to deliver the item to the encrypted address, where the carrier decrypts the encrypted address to deliver the item to the destination. The encrypted address may be encrypted in a manner to limit reusability, such as a single use or a particular carrier.

As shown above, Applicants have amended independent claims 1 and 6. By virtue of the amendments, the claims recite that one embodiment of the present invention includes a transmission unit that is operable to, in response to designation of a shipping company, send an instruction to the client terminal to open a window indicating the selected product and the purchase identifier corresponding to the designation shipping company to establish encrypted communication for an addressee name and address of the selected product. *See, e.g.*, Written Description at page 30, line 20 - page 31, line 24; and FIG. 12.

Tamatsu, however, fails to teach or suggest this feature of the present invention. Instead, Tamatsu states that “at this point the purchase order information contains, in addition to price and a product number or other means of specifying the product, the buyer’s name, address, telephone number and other such information required for product shipping purposes.” Tamatsu at para. 0091-0092 and FIG. 8. Moreover, Chu discloses that a user contacts a shipping company website 406 and transmits mailing or account information to a shipping company website 406. *See, e.g.*, Chu at Paras. 0031, 0033; and FIGS. 4 and 7. In return, a single use encrypted mailing label 408 is returned to user 400. *Id.* Moreover, Chu teaches that a single use encrypted mailing label 408 is sent to web order checkout process 402 and stored in a merchant database 410. *Id.*

Thus, Tamatsu and Chu, either alone or in combination, do not teach or suggest the features of amended claim 1. In particular, Tamatsu and Chu do not suggest a transmission unit that is operable to, in response to designation of a shipping company, send an instruction to the client terminal to open a window indicating the selected product and the purchase identifier corresponding to the designation shipping company to establish encrypted communication for an addressee name and address of the selected product.

Claims 10 and 17 were also rejected on the basis of Oshima and Lin. Oshima discloses a method for transferring electronic vouchers over a network system for defining and rewarding an after-sales service and customer care activity. In a preferred embodiment, the method further

includes a step or transferring an incentive electronic voucher for payment of an assessment of customer satisfaction. Lin discloses transferring electronic vouchers over a network system for defining and rewarding an after-sales service and customer care activity. However, claims 10 and 17 have also been amended to recite features similar to those recited by claims 1 and 6. As such, Applicants submit that the Examiner's rejections of claims 10 and 17 have also been overcome, at least for the reasons set forth above.

In sum, Tamatsu, Chu, Oshima, and Lin, either alone or in combination, fail to teach or suggest the features recited by amended independent claims 1, 6, 10, and 17. Thus, for at least the reasons set forth above, Applicants submit that the Examiner's § 103 rejections have been traversed. Accordingly, reconsideration and allowance is respectfully requested.

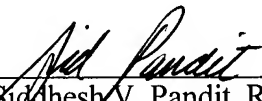
### **CONCLUSION**

All claims are believed to be in condition for allowance. If the Examiner believes that the present amendments and remarks still do not resolve all of the issues regarding patentability of the pending claims, Applicants invite the Examiner to contact the undersigned attorneys to discuss any remaining issues.

A Petition for Extension of Time is submitted herewith extending the time for response three months to and including January 16, 2008. No other fees are believed to be due at this time. Should any fee be required, however, please charge such fees to Bingham McCutchen LLP Deposit Account No. 50-4047, Order No. 19546.0042.

Respectfully submitted,  
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